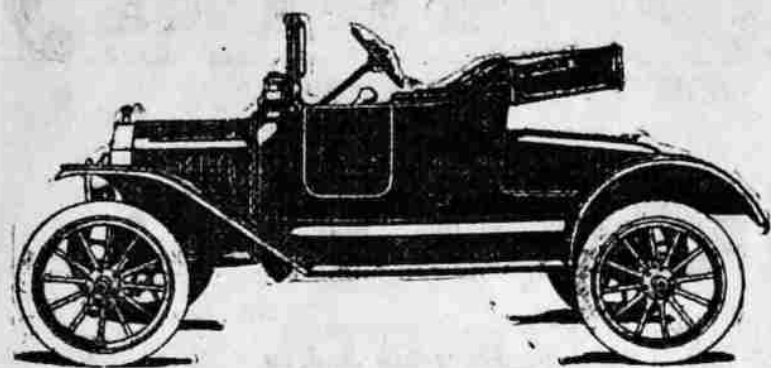


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Ford

Barring the unforeseen every retail buyer of a new Ford car between August 1914 and August 1915, will receive from \$40 to \$60 as a share of the Ford Motor Company's profits.

The Ford car is everybody's utility, because it is easily adaptable to everybody's work or play. It is reliable; serves everyone and brings pleasure to all. An economy because it saves money—an average cost of two cents a mile to operate and maintain.

Runabout \$515; Touring Car \$565; Coupelet \$825; Sedan \$1,050; f. o. b. Detroit with all equipment. On display and sale at

JAMES AUTO CO.

2612-14 Wash. Ave.

OLDSMOBILE EIGHT IS ANNOUNCED

Prompted no doubt by the success their "42" has met with during the past year, the Olds Motor Works are making still further advances in the moderate price field, announcing for the 1916 season two light weight cars, an Eight and a Four, both weighing well under 3000 pounds, the former listing at \$1,295 and the latter at \$1095.

It was thought that the Company might produce four cylinder cars exclusively this season, in view of the strong demand experienced for such a car, consequently the announcement of an eight was in the nature of a surprise to dealers as well as to the public generally. The decision to produce an eight cylinder car grew out of the fact that during the Spring months the Company found an active market for their big Model 55. Therefore, the new Eight was designed primarily to satisfy the market hitherto supplied by the big Olds and also with a view to creating a new market for a machine selling in under \$1500 with quality as its chief attraction. With these objects in view the Company decided to introduce a car of high power and perfect smoothness of operation—qualities which were found to be best secured in an eight cylinder car.

The new Oldsmobile Eight which gives every promise of being one of

the most sensational cars yet developed by the Olds Motor Works, embodies the factors of economy, efficiency and refinement in a high degree. Although definite mechanical details of the car have not yet been announced by the manufacturers, the motor is understood to be of V-type construction, containing certain original features not incorporated in any other motor of the same type now in use in American cars.

By producing both the four cylinder and the eight cylinder cars simultaneously and in large quantities a great saving was effected in the purchase of materials, with the result that it was found possible to produce the cars at an unexpectedly low first cost. The introduction of the Oldsmobile Eight is considered important in that it enables the public to obtain an eight with high class workmanship and refinement as its main attractions at a price considerably under that which the company formerly received for its four cylinder cars.

Shipments of Model 43, the four cylinder Olds, are now in progress and complete mechanical specifications are available. The general lines and details of the "42" Oldsmobile were adhered to, but a wheelbase of 120 inches gives the car a considerably longer appearance with a more sweeping contour, and allows greater space for passengers. In the touring car, for example, the tonneau measures 47 5/8 inches from rear seat to front seat and the front compartment 41 inches from the inside of the seat back to the clutch pedal. The doors have the uncommon width of 23 inches. The body sides are high and the cushions placed somewhat deeper

Don'ts for Autoists

Don't run for a hill. Climb it after you get to it.
Don't use a cutout. Unsnap it and avoid temptation.
Don't cut corners. Keep to the right side of both streets.
Don't hog the middle of the road. Keep over to the right.
Don't turn in middle of block. Go to the street intersection.
Don't run in front of a street car. There is more room behind it.
Don't cover your rear number with a spare tire. Be a real sport.
Don't regard the traffic officer's signal as an insult. He is there to help you.
Don't overlook the officer on your home beat. He will put you right on lots of things.
Don't forget your rights or presume on your advantages, either horsepower or official.
Don't keep your intention a secret.

Stick your hand out for the benefit of the car behind.
Don't charge full speed over a wet spot in the pavement. Skidding is no respecter of horsepower.
Don't cuss out an officer if you have an imaginary grievance against him. Tell your troubles to the chief.
Don't stop your automobile behind the property line at street intersections. Pedestrians have the right of way there.
Don't swing to the left toward the middle of the street without looking behind. There may be a big truck at your elbow.
Don't knock the police department if it enforces an ordinance that you assisted in making into a law.
Don't forget the cross streets. A car coming out of a street to your right has right of way over you, as you have over the car coming out of a street on your left.

in the body so that on the whole considerably more riding comfort for passengers is afforded.—Advertisement.

SPEED-ENDURANCE RUN TO 'FRISCO

Indianapolis, Ind., May 29.—An endurance and speed run that should interest motorists throughout the country has been started from Boston. E. M. Post, a Harvard junior, recently purchased a 6-50 Premier and he has left on a transcontinental tour which will take him to the Panama Pacific exposition. He will undertake the entire trip alone and will keep an account of all expenses so that a comparative table can be compiled. The route he has chosen is probably the one which will be traveled the most this year by tourists who will go to the exposition by motor. His first stop out of Boston was Albany and from there his tentative itinerary was as follows: Syracuse, Rochester, Buffalo, Cleveland, Toledo, Chicago, Davenport, Des Moines, Omaha, Denver, Salt Lake City, Reno, Sacramento, Stockton, Oakland, and San Francisco. Mr. Post had not denied when he left if he would make the return trip by motor.

M. I. A. FIELD DAY WILL BE HELD AT ROY ON MONDAY

The members of the Weber Stake Mutual Improvement associations are anticipating with considerable interest the annual M. I. A. field day program which is to be held at Roy, Weber county, next Monday. A special excursion train will be in effect during the day over the Oregon Short Line and it is expected that a large crowd of city people will join those from the country wards in celebrating the event. The program will be as follows:

Demonstrations in Boy Scout work. The use of the triangular bandage for an injury to a lower limb and the use of a stretcher in first aid work.—First ward scouts.

Flag signalling.—Ninth ward scouts. Scout drill.—Eleventh ward scouts. Use of the holler bandage in dressing an injury to the upper part of the body or head.—Twelfth ward scouts.

Competitive events.—Knot-tying around a solid object. Fire kindling and boiling one quart of water. Scout pace, one mile in twelve minutes. Senior track meet, 2:30 p. m.—One-

hundred-yard dash, high jump, half-mile run, shot-put, 220-yard dash, broad jump, 440-yard run and relay race.

FORD EXHIBIT POPULAR AT SAN FRANCISCO EXPOSITION

The Ford Motor Company is very much in evidence at the Panama-Pacific Exposition in San Francisco. Three elaborate and unique exhibits, each differing from the others illustrate various phases of Ford activity to throngs of interested visitors.

In the Palace of Transportation is the Ford assembly exhibit where 25 Ford cars are assembled each day. A remarkable Sociological exhibit in the Palace of Mines shows the visitor the improved living conditions brought about by Ford profit-sharing with employees. Both instructive and interesting are the stories told to thousands each day by the Ford Motion Picture Department through its exhibit in the Palace of Education.

Reports from the Exposition indicate that the assembling of Ford cars is one of the most popular exhibits on the grounds. All are interested in the assembly conveyor and the crowds about it keep the aisles blocked. The conveyor is characteristic of Ford methods and the use of progressive efficiency in obtaining large production.

The mechanical conveyor shows the visitor how the car grows from the various parts until it rolls away under its own power, completely equipped. The entire process takes place directly before the spectator.

The conveyor looks like a narrow gauge railroad track, between which runs an endless belt. First the front and rear axles and springs are attached to the frame, the axles sliding along the track as the endless chain pulls them. Brake rods, fender irons and other small pieces are added as the growing chassis advances. Then come the gasoline tank and connections, the motor, the dash and steering column—assembled elsewhere—and so on down the line until the body is finally mounted on the chassis. All along the line each man has some one thing to do, and doing it many times a day, all become experts. The crowds seem never to tire of watching a rear axle grow into a complete motor car.

A remarkable model of the Ford factory at Detroit, Michigan, is a feat-

OLDSMOBILE SETS THE PACE WITH AN EIGHT

Alive with Power—Light in Weight—Exquisite in Beauty

AUGUST DELIVERIES—It looks good to the eye, and when you step on the accelerator you experience a thrill you never dreamed a car could give you. You feel a sensation of resistless power—smooth, velvety, unbroken and strong, like the flow of a mill race.

AN OLDSMOBILE through and through—it is a radical turning, an almost startling departure, from the usual idea of eight-cylinder motor efficiency. Oldsmobiles have this attraction always—they are quite out of the ordinary.

So with this EIGHT. It is light in weight. In addition, it is simple mechanically and as reliable as a watch. There is nothing perplexing under the hood. The car requires very little attention and very small expense to operate.

Many of the geniuses of the automobile industry are the product of the House of Oldsmobile—a school where men are trained to be thorough and accurate.

The First 1916 OLDS Will Be Here Next Week—Watch For It

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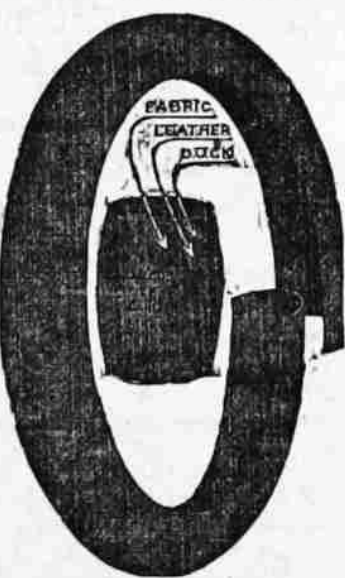
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ure of the Sociological Exhibit in the Palace of Mines. The model, which is constructed of metal, was built entirely in the Ford factory, by Ford employees. It is scientifically correct to a scale of one sixteenth of an inch to the foot and reproduces in exterior detail the great plant itself.

Not only is every building, foot of track, traveling crane, window, freight car and the like exactly reproduced in this remarkable model, but all the colors and architectural effect are preserved.

Every building is electrically light ed and in the tiny power house engines work away just like the big engines at the factory. Freight trains hurry back and forth and at regular intervals a little gate flies open and out dashes a new Ford car, perfect in detail, but scarcely larger than one's thumb nail.

This exhibit also includes other models in miniature, showing the evolution of a Ford workman's home and surroundings, from the sordid boarding house to the comfortable home of

the profit-sharing employee. This illustrates the beneficent effect of the profit-sharing plan, as directed by the Ford Sociological Department. A unique series of photographs give a complete account of this work.

The Ford Motion Picture Department has an equipment equal to many professional film producing companies, and a large staff is required to illustrate Ford activity in films. In

the Palace of Education, Ford "Movies" depict scenes in and about the factory, and also features connected with the sociological work of the Company, such as "The Making of an American." This film tells the history of a Ford workman, from the days in the "Old Country" to the time when he has established as a Ford employee and profit-sharer in a good American home.—Advertisement.

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